

MODULE DESCRIPTOR

| | | | |
|---------------------|------------------------------------|---------------------|-------------------------|
| MODULE TITLE | INTRODUCTION TO BUSINESS FUNCTIONS | | |
| MODULE CODE | HR1035 (L4) | CREDIT VALUE | 20 UK CREDITS / 10 ECTS |
| SCHOOL | SCHOOL OF BUSINESS MANAGEMENT | | |
| | | | |

MODULE AIMS

The module will introduce students to the roles and responsibilities of key organisational functions. Drawing upon a range of materials from organisations it will build students understanding of how the functions interrelate and work together.

MODULE CONTENT

Indicative syllabus content:

The indicative content covers three key functional dimensions within organisations:

- Marketing (e.g. resource base and influence on marketing practices, understanding core competencies of organisations, culture and leadership, understanding the marketing department)
- Human Resources (e.g. role of HR, introduction to HR practice, role of line managers, employment relationship)
- Information Management (e.g. management information, business systems requirements, understanding data, data communication, web technologies, databases)

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:

1. Discuss organisations from a number of functional viewpoints
2. Explain the connections between functional areas
3. Apply appropriate theory and concepts within specific organisational contexts

TEACHING METHODS

The module seeks to develop students' appreciation of how the functional areas in an organisation both operate and interact. A general introduction to the function is provided in the lectures and the workshop sessions will utilise applied scenarios, company based materials and case activities to deepen the students' knowledge of the function and its role and skills in interpreting and analysing information related to the function. The module content is delivered in 'functional' blocks and this will enable students to develop an appreciation of how the functions relate to each other. In addition, students will be required to maintain an applied workshop diary that draws together the key concepts, theories and issues related to the function and to organisations. These both build into the first assessment and will be utilised in the group activity that forms the second assessment. This will take the form of an integrated poster presentation that will focus upon a specific element of the organisation drawing upon all the functional areas that have been addressed in the module.

The module will develop the students: problem solving skills; digital literacy and information management skills; written, oral and media communication skills; numeracy skills. The module will also develop the students understanding of the commercial and organisational factors that shape and inform the roles and responsibilities of key functional areas.

ASSESSMENT METHODS

This module is assessed through a workshop diary and an integrated poster.